

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
307507-1	08/19/12	August 2012	07/30/12 - 08/13/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Davis Group (The)
Attention: Accounts Payable
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Advertiser	Product	Estimate Number
Florida Votes	Florida Votes	1225

Flight Dates	Order #	Alt Order #
08/10/12 - 08/14/12	307507	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	08/10/12	08/14/12	M-F 11-12n	11a-12p	1-----	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 1----- 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV M 08/13/12 11:44 AM M-F 11-12n 11a-12p :30 FLVOTES1203H \$425.00 NM									
3	08/10/12	08/14/12	M-F 12n-1p	12-1p	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV M 08/13/12 12:06 PM M-F 12n-1p 12-1p :30 FLVOTES1203H \$500.00 NM									
4	08/10/12	08/14/12	Wkend Sa/Su Olympics	5a-6p	-----11	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 -----11 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WPTV Sa 08/11/12 3:14 PM Wkend Sa/Su Olympics 5a-6p :30 FLVOTES1203H \$1,800.00 NM 9 WPTV Su 08/12/12 1:02 PM Wkend Sa/Su Olympics 5a-6p :30 FLVOTES1203H \$1,800.00 NM									
5	08/10/12	08/14/12	Closing Olympics	7p-12xm	-----1	:30	1	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 -----1 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV Su 08/12/12 10:57 PM Closing Olympics 7p-12xm :30 FLVOTES1203H \$6,000.00 NM									
6	08/10/12	08/14/12	M-F 4p-5p	4-5p	2-----	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 2----- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV M 08/13/12 4:23 PM M-F 4p-5p 4-5p :30 FLVOTES1203H \$600.00 NM 5 WPTV M 08/13/12 4:54 PM M-F 4p-5p 4-5p :30 FLVOTES1203H \$600.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	08/10/12	08/14/12	Prime M-Su/Olympics	7p-12a	----11-	:30	2	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 ----11- 2 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV F 08/10/12 12:02 AM Prime M-Su/Olympics 7p-12a :30 FLVOTES1203H \$6,000.00 NM 5 WPTV Sa 08/11/12 8:58 PM Prime M-Su/Olympics 7p-12a :30 FLVOTES1203H \$6,000.00 NM									
8	08/10/12	08/14/12	M-F 6-630p	6-630p	1-----	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 08/13/12 6:12 PM M-F 6-630p 6-630p :30 FLVOTES1203H \$2,000.00 NM									
10	08/10/12	08/14/12	M-F 5-530p	5-530p	1--1--	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 1--1-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 08/10/12 5:25 PM M-F 5-530p 5-530p :30 FLVOTES1203H \$1,000.00 NM 2 WPTV M 08/13/12 5:27 PM M-F 5-530p 5-530p :30 FLVOTES1203H \$1,000.00 NM									
11	08/10/12	08/14/12	M-F 530-6p	530-6p	----1--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 ----1-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 08/10/12 5:43 PM M-F 530-6p 530-6p :30 FLVOTES1203H \$1,000.00 NM									
12	08/10/12	08/14/12	M-F 7-730p	7-730p	1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 7:11 PM M-F 7-730p 7-730p :30 FLVOTES1203H \$950.00 NM									
13	08/10/12	08/14/12	M-F 1135p-1235a	1135p-1235a	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 12:06 AM M-F 1135p-1235a 1135p-1235a :30 FLVOTES1203H \$500.00 NM									
14	08/10/12	08/14/12	Daytime/Olympics	10a-5p	----1--	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/10/12 08/16/12 ----1-- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 08/10/12 12:44 PM Daytime/Olympics 10a-5p :30 FLVOTES1203H \$950.00 NM									

Total Spots 16 Gross Total \$31,125.00

Payment Terms 30 Days

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Agency Commission **\$4,668.75**

Net Amount Due **\$26,456.25**